

# Colleen Laules

## Marketing and Communications Expert

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A driven, open-minded, creative and successful marketing and communications expert with a strong sense of dedication and commitment, and over nine years of progressive experience in brand and communications management.

### AREAS OF EXPERTISE

- Brand Management
- Strategic Marketing Positioning
- Needs Assessment and Product Education
- Internal and External Communications
- Budget Administration
- Team Leadership
- Design
- Social Media Management
- Industry Research

### EDUCATION

- 2012, Marylhurst University, Marylhurst, OR Master of Business Administration (MBA), Marketing
- 2009, Wayne State University, Detroit, MI Bachelor Of Arts (BA), Public Relations
- 2009, Wayne State University, Detroit, MI Bachelor Of Fine Arts (BFA), Dance

### COMPUTER LITERACY

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Adobe PhotoShop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- MailChimp
- Social Media for Businesses
- Google Analytics
- Google AdWords
- Basic HTML and CSS
- WordPress
- HubSpot

MAY 2016 TO PRESENT

### MARKETING & COMMUNICATIONS MANAGER

**Electronic Transaction Consultants (ETC), Richardson, TX**

- Develop and manage \$1.3m budget for the business development and marketing team.
- Manage business development and design staff, along with staff from other departments for specific projects.
- Manage and coordinate UI/UX design for a variety of products.
- Manage third-party vendors as well as new vendor procurement process (including creative agencies, exhibit companies, print shops, and digital marketing tools). The process includes researching various vendors, presenting these companies, and following an auditable process, most recently for both a new creative agency and an exhibit company.
- Manage naming and branding of new products including brainstorm sessions.
- Act as the brand steward, upholding brand and trademark standards and consistency in all projects, including re-branding.
- Write, create, edit, and manage graphics, advertisements, trade show booth graphics, and brochures for all services, solutions, and products.
- Manage creative teams in design, copy, image, and content needs in the development of sales tools, collateral, advertisements, trade show booth graphics, events, websites, and other promotional activities.
- Manage the review and approval process for all marketing and communications projects.
- Support the technical, project management, and documentation teams with creation, production, and delivery of proposals (RFP, RFI, and RFQ).
- Research media coverage, industry trends, and competitive analysis.
- Support strategy development and execute tactics and logistics of a broad range of marketing, as well as internal and external communication activities.

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### PROFESSIONAL DEVELOPMENT

- "Writing Federal Proposals" and "Customer Focused Writing," Shipley Associates, April 2017
- "The Webinar Selling System," November 2017
- "Webinar Success Templates," November 2017

### ADDITIONAL ACTIVITIES

- April 2015 to July 2017, Treasurer of the Board, Detroit Children's Choir
- Alumna, Alpha Epsilon Phi Sorority
- Daughters of the American Revolution, Jane Douglas Chapter

JUNE 2012 to FEBRUARY 2016

### DISTRICT MARKETING COORDINATOR

**Rite Aid Pharmacy, Madison Heights, MI**

- Designed a variety of flu vaccine promotional materials, which were used by approximately 1,300 stores nationwide.
- Researched non-profit organizations for Rite Aid's KidsCents local charities, resulting in two \$10,000 donations and new volunteer involvement for each chosen Detroit-based non-profit on behalf of the Rite Aid Foundation.
- Wrote press releases and distributed to local news outlets.
- Wrote, designed, and distributed quarterly newsletters.
- Researched news and current events related to the Metro Detroit market to use towards increasing sales and script count.

MARCH 2010 TO APRIL 2012

### PUBLIC RELATIONS AND MARKETING ASSOCIATE

**Big Brothers Big Sisters of Oklahoma, Tulsa, OK**

- Created monthly newsletters to distribute to donors and volunteers.
- Wrote and distributed e-newsletters for volunteers that answered common questions volunteers may have along with updating volunteers on upcoming events.
- Assisted with fundraiser planning such as Bowl For Kids' Sake, A Taste of Tulsa, and an annual golf outing.
- Wrote proposals for grants as well as research potential grant opportunities.
- Designed marketing materials such as billboards, brochures, posters, flyers, donation packets, and other similar products.
- Re-designed and managed intranet, including updates and solutions to increase intranet usage resulting in a 71 percent usage increase.
- Re-branded website and marketing materials.